

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> GD 159		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> Digital Design Media II																			
<b>Course Short Title (if title exceeds 30 characters):</b>																			
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Graphic Design																	
<b>Calendar Description:</b> Introduction to professional layout applications for print and digital publishing. Students will produce comprehensive communication design projects while gaining a working knowledge of layout software, including font and file management, colour systems, a digital glossary, and file formats. Note: This course uses tools and technology that vary according to current industry practice.																			
<b>Prerequisites (or NONE):</b>		GD 154.																	
<b>Corequisites (if applicable, or NONE):</b>																			
<b>Pre/corequisites (if applicable, or NONE):</b>																			
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: <b>GD 156</b> Cross-listed with: Equivalent course(s): <b>GD 156</b> <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 60</b> <b>Typical structure of instructional hours:</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr><td>Lecture hours</td><td style="text-align: center;">25</td></tr> <tr><td>Seminars/tutorials/workshops</td><td style="text-align: center;">20</td></tr> <tr><td>Laboratory hours</td><td style="text-align: center;">15</td></tr> <tr><td>Field experience hours</td><td></td></tr> <tr><td>Experiential (practicum, internship, etc.)</td><td></td></tr> <tr><td>Online learning activities</td><td></td></tr> <tr><td>Other contact hours: Student Directed Learning</td><td></td></tr> <tr><td style="text-align: right;"><b>Total</b></td><td style="text-align: center;"><b>60</b></td></tr> </table>		Lecture hours	25	Seminars/tutorials/workshops	20	Laboratory hours	15	Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours: Student Directed Learning		<b>Total</b>	<b>60</b>	<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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<b>Total</b>	<b>60</b>																		
		<b>Maximum enrolment (for information only):</b> 24																	
		<b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Annually																	
<b>Department / Program Head or Director:</b> Karin Jager		<b>Date approved:</b> October 1, 2015																	
<b>Faculty Council approval</b>		<b>Date approved:</b> November 2015																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> n/a																	
<b>Dean/Associate VP:</b> Jacqueline Nolte		<b>Date approved:</b> November 2015																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> January 29, 2016																	

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

- describe the capabilities of layout applications for print and digital publishing;
- employ software and industry specific terminology, menus, and navigation;
- discern which tool(s) to use for which task(s) and which media;
- set up preferences and create new documents;
- apply essential keyboard and navigation shortcuts;
- apply software automation features to do more in less time;
- implement best workflow techniques for font and file management;
- create layouts and publications for print and digital media including touch screens;
- use layout software to produce print and interactive digital publications;
- develop and structure content for print and digital design projects.

**Prior Learning Assessment and Recognition (PLAR)**

Yes       No, PLAR cannot be awarded for this course because

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

Lectures, demonstrations, workshops, tutorials, and self-directed skill development.

**Grading system:** Letter Grades:  Credit/No Credit:  Labs to be scheduled independent of lecture hours: Yes  No

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)**

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Tondreau, Beth.	<i>Layout essentials: 100 design principles for using grids</i>	<input type="checkbox"/>	Rockport	2009

**Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)**

Macintosh computer, Flash drive, Adobe CC current edition, iPad, and Adobe Type Library.

**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	100%	Midterm exam:	%	Total:	100%
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**Details (if necessary):** 4 separate projects

**Typical Course Content and Topics**

An introduction to layout and Adobe CC including InDesign, Bridge, Folio Builder, Acrobat, and Distiller.

Creating graphic communication and publication documents in a typographical and page formatting computer program.

Weeks 1 to 3: Using Adobe InDesign

- Review of default/preference settings, guide elements, new document set-up, layout, tools, palettes, saving, and glossary.
- More tools, palettes, units of measurement, and guides.
- Best practices: Font management and the Adobe type library.
- Keyboard shortcuts.
- Getting around: display, navigation, and view size.
- Picture box usage, layers, and colours. Printing set-up.
- Typography tools. Style sheets.
- Manipulating type, spell check. Type styles. Master pages. Linking text boxes. Text wrap.
- Large document setup and printing.
- Document layout setup. Advanced colour setup, correct image importing.
- Blending mode, transparency.
- Production: Printing specifications, dieline, colours, and folding dummy.
- Style sheets, "Line up everything," proofing layouts, mechanical requirements and specifications.
- File format compatibility issues.
- Tables and other InDesign features.
- Catalogue design and forms
- Rebuilding documents

Weeks 4 to 6: Introduction to digital publishing

- Using inDesign for iPad publications.
- The touch screen environment, screen orientation, and formats.
- Tools, installation, and publishing.

Weeks 7 to 8:

- DIY Book project: Outline workshops, presentation and review

Weeks 9 to 12: Using Adobe Acrobat for publishing

- Acrobat Distiller setup. Create pdf proofs and print ready pdfs from InDesign.
- Acrobat navigation, setup, features, and presentation.
- Create links and interactive functions for online and on-screen.
- Print and digital file preparation, pdf for e-mail, and a press-ready pdf.
- Interface constraints.

Week 13: Final presentation